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NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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BEST MARCH AND FIRST QUARTER FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped over 11.6 million units in the first quarter and 4 million in March, establishing new records for both periods, reports the Association of Home Appliance Manufacturers (AHAM).

Compared to the same 1986 periods, shipments were up 13.1% in the first quarter and 16.6% in March for increases of 1.3 million units and 575,000 units, respectively.

The Association issued a caution, however, concerning these latest statistics. Comparison of 1987 figures to last year's are somewhat skewed because some companies counted shipments during the first three days of April as first-quarter business activity. This inflated March and first-quarter figures to an unknown degree.

"The strong shipment activity to date tends to support the industry's expectation of another record year for major appliances," comments AHAM President Robert Holding.

The latest industry forecast for 1987 calls for 45.4 million units for a fractional increase over the 1986 record of 45.1 million units. The 1986 record followed on the heels of previous record years in 1985 and 1984.

(MORE)

All appliance categories contributed to the excellent quarter, but home comfort appliances, up 34.7%, showed particular strength as distributors and dealers restocked inventories for the selling season ahead.

Home comfort appliances also made the greatest jump in March shipments, up 36.6%, accounting for almost one-third of the unit gain for the month.

Home laundry appliances, up 24.8%, accounted for almost another third of March's shipment gain, with automatic washers (510,400 units), electric dryers (299,300 units) and gas dryers (90,700 units) establishing record highs for the month.

Dishwashers (349,700 units) also achieved their best March shipment ever, and refrigerators (517,000 units) and electric ranges (279,100 units) recorded their best March shipments in nearly a decade.

Only microwave ovens, long the leader in major appliance sales growth, failed to exceed March 1986 levels, as shipments were down 3.7%. This is evidence of the expected leveling off of microwave oven sales as the saturation level of this product reaches two-thirds of all U.S. households.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
March, 1987

	MARCH			CALENDAR YEAR TO DATE		
	1987	1986	% Change	1987	1986	% Change
ALL MAJOR APPLIANCES*	4,052.9	3,477.3	16.6%	11,611.6	10,265.4	13.1%
COOKING - TOTAL	1,103.3	1,095.1	0.7%	3,827.5	3,575.9	7.0%
ELECTRIC RANGES - TOTAL	279.1	240.0	16.3%	807.7	759.0	6.4%
Free Standing	224.8	192.6	16.7%	648.3	620.4	4.5%
Built-In	54.3	47.4	14.6%	159.3	138.7	14.9%
MICROWAVE OVENS/RANGES**	837.7	870.1	-3.7%	3,062.3	2,861.4	7.0%
HOME LAUNDRY - TOTAL	900.4	721.6	24.8%	2,653.3	2,295.1	15.6%
AUTOMATIC WASHERS	510.4	407.7	25.2%	1,462.6	1,296.3	12.8%
DRYERS - TOTAL	390.0	313.9	24.2%	1,190.7	998.9	19.2%
Electric	299.3	244.9	22.2%	926.3	779.2	18.9%
Gas	90.7	69.1	31.3%	264.4	219.7	20.3%
KITCHEN CLEAN UP - TOTAL	736.0	654.6	12.4%	2,251.0	2,012.9	11.8%
DISPOSERS	364.5	345.4	5.5%	1,181.0	1,070.0	10.4%
DISHWASHERS - TOTAL	349.7	295.2	18.5%	1,010.4	901.1	12.1%
Built-In	329.2	278.5	18.2%	944.7	839.5	12.5%
Portable	20.4	16.7	22.2%	65.8	61.5	7.0%
COMPACTORS	21.8	14.0	55.7%	59.8	41.8	42.6%
FOOD PRESERVATION - TOTAL	621.7	499.6	24.4%	1,722.6	1,522.1	13.2%
REFRIGERATORS	517.0	419.1	23.4%	1,451.8	1,274.5	13.9%
FREEZERS - TOTAL	104.7	80.5	30.1%	270.8	247.5	9.4%
Chest	59.6	45.0	32.4%	150.7	133.7	12.7%
Upright	45.1	35.5	27.0%	120.1	113.8	5.5%
HOME COMFORT - TOTAL	691.6	506.4	36.6%	1,157.2	859.4	34.7%
ROOM AIR CONDITIONERS	582.0	421.6	38.0%	979.7	727.8	34.6%
DEHUMIDIFIERS	109.6	84.7	29.4%	177.5	131.7	34.8%
GAS RANGES***	183.1	166.7	9.8%	523.7	464.6	12.7%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

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GAMA

TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987**	1988**
Cooking - Total	5,003	5,497	5,555	5,917	6,509	5,935	8,478	11,985	13,821	15,578	15,341	15,027
ELECTRIC RANGES - TOTAL	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,318	3,346	3,329
Free Standing	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,721	2,739	2,712
Built-In	817	881	756	555	498	417	563	577	574	598	607	617
MICROWAVE OVEN/RANGES	2,157	2,501	2,807	3,608	4,422	4,071	5,933	9,132	10,883	12,444	12,180	11,879
Home Laundry - Total	8,486	8,659	8,516	7,727	7,342	6,746	7,910	8,733	9,192	10,009	10,144	10,075
WASHERS - TOTAL	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,765	5,811	5,780
Automatic	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,765	5,811	5,780
Wringer & Other	194	200	186	124	88	64	69	NA	NA	NA	NA	NA
DRYERS - TOTAL	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,914	4,245	4,333	4,295
Electric	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,309	3,380	3,348
Gas	736	757	768	682	640	584	672	754	834	936	953	947
Kitchen Clean Up - Total	6,574	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	8,381	8,502	8,412
DISPOSERS	2,941	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,269	4,314	4,290
DISHWASHERS - TOTAL	3,356	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,918	3,989	3,922
Built-In	2,705	2,971	2,984	2,354	2,193	1,956	2,859	3,245	3,327	3,663	3,735	3,673
Portable	651	586	504	384	291	214	262	246	248	255	254	249
COMPACTORS	277	300	293	235	191	148	157	182	177	194	199	200
Food Preservation - Total	7,305	7,411	7,642	6,875	6,549	5,704	6,818	7,275	7,316	7,733	7,930	7,810
REFRIGERATORS#	5,707	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6,081	6,510	6,701	6,593
FREEZERS - TOTAL	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,222	1,229	1,217
Chest	852	835	1,039	963	889	726	702	650	634	661	662	654
Upright	746	686	902	789	717	614	639	631	602	561	567	563
Home Comfort - Total	3,589	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,371	3,519	3,586
ROOM AIR CONDITIONERS	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,816	2,954	3,007
DEHUMIDIFIERS	319	442	685	673	536	440	437	591	588	555	565	579
All Major Appliances	30,957	33,215	33,244	30,330	30,482	26,683	32,466	39,444	41,797	45,072	45,436	44,910
Gas Ranges##	1,746	1,794	1,799	1,539	1,496	1,368	1,573	1,732	1,828	1,966	NA	NA

* 000 Omitted
** Forecasts as of February, 1987
\# Includes units of 6.5 cu. ft. and over
Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories

4/6/87